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Deirdre O'Shea

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EXAMINER

ALVAREZ, RAQUEL

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Please find below and/or attached an Office communication concerning this application or proceeding.

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**BEFORE THE BOARD OF PATENT APPEALS
AND INTERFERENCES**

Application Number: 09/535,790
Filing Date: March 29, 2000
Appellant(s): O'SHEA ET AL.

MAILED

MAY 21 2007

GROUP 3600

Stephan J. Filipek
For Appellant

EXAMINER'S ANSWER

This is in response to the appeal brief filed 1/31/2007 appealing from the Office
action mailed 5/8/2006

(1) Real Party in Interest

A statement identifying by name the real party in interest is contained in the brief.

(2) Related Appeals and Interferences

The examiner is not aware of any related appeals, interferences, or judicial proceedings which will directly affect or be directly affected by or have a bearing on the Board's decision in the pending appeal.

(3) Status of Claims

The statement of the status of claims contained in the brief is correct.

(4) Status of Amendments After Final

No amendment after final has been filed.

(5) Summary of Claimed Subject Matter

The summary of claimed subject matter contained in the brief is correct.

(6) Grounds of Rejection to be Reviewed on Appeal

The appellant's statement of the grounds of rejection to be reviewed on appeal is correct.

(7) Claims Appendix

The copy of the appealed claims contained in the Appendix to the brief is correct.

(8) Evidence Relied Upon

5,368,129 Von Kohorn 11-1994

"How MileNet Works" Archieve.org, 1998.

(9) Grounds of Rejection

The following ground(s) of rejection are applicable to the appealed claims:

Claims 1-3, 5-21, 23-44, 46-74, 87, 94, 95, 144-153 and 162-167 are rejected under 35 U.S.C. 103(a) as being unpatentable over Von Kohorn in view of article titled, "How MileNet Works" hereinafter Milenet.

With respect to claims 1-3, 5-10, 12-21, 23-25, 30-35, 37, 39-41, 43, 44, 46-54, 56, 58, 59,61-70, 72, 73, 74, 87, 94, 95, 144-153 Von Kohorn teaches a method for changing a benefit associated with a coupon (Abstract). Establishing an initial benefit for a coupon (col. 9, lines 11-33); establishing a benefit variation condition for said coupon, said benefit variation condition having at least one associated qualifying action (col. 9, lines 11-33); receiving, via an electronic communication network, notice of a completion of said at least one qualifying action (col. 9, line 34-42); and updating said coupon's benefit in accordance with said benefit variation condition (col. 9, lines 34-42); wherein said qualifying action is associated with a primary recipient of the coupon (col. 9, lines 11-33).

With respect to the newly added feature, Von Kohorn does not specifically teach that one of the qualifying action for varying the coupon is associated with a downstream recipient of the coupon. Official notice is taken that it is old and well known, in chain referral sales, multi-level business pyramids or the like for a seller to induce a buyer to

purchase merchandise by promising to give the buyer a discount or a rebate if the buyer furnishes the seller with the names of other prospective buyers. In certain cases, the rebate is paid only if the buyer actually makes a purchase. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included updating benefit of said coupon in association with a first recipient of said coupon and said qualifying action is associated with a second recipient of said coupon, wherein said second recipient is a downstream recipient of said first recipient; providing an indication to said first recipient of a completion of said qualifying action by said second recipient in order to obtain the above mentioned advantage.

In addition to the challenge of the Official Notice taken above, the Examiner is Has cited MileNet to support the official notice. MileNet teaches a pyramid type of incentive wherein the user will increase their MileNet points based on having friends and family install and use Milenet. The use and installation of MileNet works as the downstream of the coupon. It would have been obvious to a person of ordinary skill in the art at the art at the time of Applicant's invention to have included in the invention of Von Kohorn the teachings of Milenet because such a modification would allow the users to increase their points based on their friends and families actions.

With respect to claims 11, 57, 60, 162-167, Von Kohorn teaches a method for changing a benefit associated with a coupon (Abstract). Establishing an initial benefit for a coupon (5-20 % discount)(col. 9, lines 28-33); establishing a benefit variation condition for said coupon, said benefit variation condition having at least one associated qualifying action (i.e. the benefit variation based on the sale of strawberries)(col. 9, lines

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33-40); and via a processing device, updating said coupon's benefit in accordance with said benefit variation condition unless a notice is received that said at least one qualifying action has not been completed (i.e. automatically changing the percentage of strawberry discount of 5-20% unless a notice is received that the strawberries are not being selling satisfactorily, in that case further changing the discount to an additional 20-40 %)(col. 9, lines 28-42).

With respect to the newly added feature, Von Kohorn does not specifically teach that one of the qualifying action for varying the coupon is associated with a downstream recipient of the coupon. Official notice is taken that it is old and well known, in chain referral sales, multi-level business pyramids or the like for a seller to induce a buyer to purchase merchandise by promising to give the buyer a discount or a rebate if the buyer furnishes the seller with the names of other prospective buyers. In certain cases, the rebate is paid only if the buyer actually makes a purchase. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included updating benefit of said coupon in association with a first recipient of said coupon and said qualifying action is associated with a second recipient of said coupon, wherein said second recipient is a downstream recipient of said first recipient; providing an indication to said first recipient of a completion of said qualifying action by said second recipient in order to obtain the above mentioned advantage.

In addition to the challenge of the Official Notice taken above, the Examiner is Has cited MileNet to support the official notice. MileNet teaches a pyramid type of incentive wherein the user will increase their MileNet points based on having friends and family install and use Milenet. The use and installation of MileNet works as the

downstream of the coupon. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included in the invention of Von Kohorn the teachings of Milenet because such a modification would allow the users to increase their points based on their friends and families actions.

Claims 3, 5-8, 32-35, 37, 50-54, 57, 60, 63-69, further recite updating benefit of said coupon in association with a first recipient of said coupon and said qualifying action is associated with a second recipient of said coupon, wherein said second recipient is a downstream recipient of said first recipient; providing an indication to said first recipient of a completion of said qualifying action by said second recipient.

Claims 25-29, 36, 38, 55 further recite changing the coupon amount if said coupon is redeemed within a predetermined time and said amount is less than the first amount. Official notice is taken that it is old and well known in marketing to start with a higher discount and to decrease with time. For example, certain establishments have a lower introductory price on a product or service within a predetermined periods and then changing the price to the regular price in order to induce the customer to try the product or service within the trial period. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included changing the coupon amount if said coupon is redeemed within a predetermined time and said amount is less than the first amount in order to obtain the above mentioned advantage.

Claim 71 further recites crediting a financial account associated with the first recipient if said benefit of said coupon increases after said recipient has redeemed said

coupon. Official notice is taken that it is old and well known to credit an account of a customer if a condition takes place after a transaction has been completed. For example, certain establishments will guarantee low prices to their customer by sending or crediting an account of a customer if a sale has taken place after the customer has bought a product. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included crediting a financial account associated with the first recipient if said benefit of said coupon increases after said recipient has redeemed said coupon in order to obtain the above mentioned advantage.

(10) Response to Argument

Appellant argues that Von Kohorn doesn't teach "receiving a notice of completion of a qualifying action, and updating a coupon's benefit in accordance with a benefit variation condition". The Examiner disagrees with Appellant because in Von Kohorn the notice of qualifying action in order to increase or update the coupon amount is the purchase of the merchandise that the customer must make in order to get the coupon upgraded. The system of Von Kohorn works as follows the customer starts in certain cases with a **zero discount** and the value of **the coupons are altered based upon initial purchase of a product** (col. 9, lines 18-33). The value of the cantaloupes can have a value of \$.25 to \$1.00 based on the period of time the customer purchases the item. If the customer doesn't complete any actions or make any purchase then the customer's coupon value will remain at zero. The customer must purchase or show proof that he purchase the product during the period of time that the value of the coupon has changed in order to receive the increase value of the coupon.

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Appellant further argues that Von Khorn doesn't teach that the varying of a coupon is associated with a downstream recipient of the coupon. In response to applicant's arguments against the references individually, one cannot show nonobviousness by attacking references individually where the rejections are based on combinations of references. See *In re Keller*, 642 F.2d 413, 208 USPQ 871 (CCPA 1981); *In re Merck & Co.*, 800 F.2d 1091, 231 USPQ 375 (Fed. Cir. 1986). The Examiner wants to point out that Von Kohorn was cited for teaching as stated above varying of a coupon amount based on the customer's initial purchase (col. 9, lines 18-33) and MileNet was cited for teaching a pyramid type of incentive wherein the user will increase the amount of their points based on the user recommending MileNet to their friends and family.

Appellant argues that the Examiner's Official Notice has failed because there is no evidence provided to support the Official Notice taken. The Examiner wants to point out that MileNet was cited to provide evidence for teaching compensating the user for furnishing the names of respective users (see page 1 of MileNet).

Appellant argues that Von Kohorn and MileNet are not analogous references. The Examiner disagrees with Appellant because Von Kohorn and MileNet meet the second part of the two prong test for analogous prior art: Von Kohorn and MileNet are solving the same problem with which the inventor is involved, of compensating user for their actions (In Von Kohorn the action is the purchase of the product and in MileNet the action is recommending a family or friend or downstreaming the service or product to other users).

Appellant argues that there's no motivation to combine Von Kohorn and MileNet. The Examiner disagrees with Appellant because given that Von Kohorn teaches the amount of the coupon is altered or changed in association with the customer making an initial purchase of a product and MileNet teaching that the action is recommending or passing on the use and installation of MileNet to family and friends. The use and installation of MileNet works as the downstream of the coupon and therefore it would have been obvious to combine the references in order to allow the users of Von Kohorn to increase the value of their coupons by the teachings Of MileNet of passing on or downstreaming the service or product of MileNet in order to motivate the user to recommend the product or services to other users.

(11) Related Proceeding(s) Appendix

No decision rendered by a court or the Board is identified by the examiner in the Related Appeals and Interferences section of this examiner's answer.

For the above reasons, it is believed that the rejections should be sustained.

Respectfully submitted,

Raquel Alvarez

Conferees:

Eric Stamber

Yehdega Retta